



Seamless Customer Service

Using Integrated Communications

Engage with Zing

At Zing, we offer three types of engagement.



Tactical Twilio Engagements

Discrete projects to solve a specific solution, whether that's integrating your existing solutions with WhatsApp or developing a Flex plug-in. Tactical Engagements are short, sharp pieces of work to optimise specific elements of Twilio's technology stack.



Project Engagements

Transformative solutions, typically based around Twilio Flex, to put customer engagement at the heart of your business and your contact centre. Projects typically last from 1-3 months and are delivered in a series of sprints within our Discover / Build / Deploy / Support methodology.



Strategic Relationships

A partnership approach where we work alongside you, often with other parties, to fully embed the solutions that form your digital transformation journey.

We work with you on an ongoing basis to ensure continued service and refinement.

What does a typical engagement look like?

1

Discovery Call

All Zing engagements look to start with an initial discovery call to outline an overview of requirements.

This session will be used to gain an understanding of the current challenges and opportunities faced by the client, as well as an overview of the tools currently in use.

We will provide expert advice on similar implementations and outline product options and/or considerations where appropriate.

The outcome of the discovery call will be to identify whether a more indepth process review is required to fully understand the details of the requirements.

2

Process Review

Following on from the discovery call, a review of existing processes and tools is undertaken.

The review process enables us to gather a detailed overview of the current systems in place, and provides the client with an opportunity to pinpoint any specific challenges from the user or customer perspectives.

Where appropriate, the team at Zing will fully immerse themselves in the current operations, shadowing key individuals as they undertake their day-to-day responsibilities.

This review will provide the foundations of the overall solution architecture required to implement a rejuvenated solution. Where required, any proof of concept requirements will be identified and documented.

3

Proof of Concept Build

If further validation is required, a Proof of Concept may be delivered as part of the engagement.

These are typically treated as discrete projects, aimed at combating one or two of the challenges faced by the client. Work is usually undertaken over the course of 1–2 days and the output usually provides the basis for the main development project.

Proof of Concept builds are typically used for Enterprise Solutions, where a number of processes are undergoing significant changes.

4

Development Engagement

Once the challenges have been identified, the project outcomes are clearly defined and any proof of concept work has been undertaken and validated, the next stage is to begin development.

For Twilio Integrations, these are typically short term, discrete projects, managed on a time and material basis. Our Twilio-accredited development team will work alongside you to build, deliver and implement your solution.

Longer term development engagements are recommended for larger, Enterprise Solutions. These typically include a dedicated agile development team, managed by Zing, to work through the deliverables.

The client is placed at the heart of our development teams by enabling them with the product owner role, to ensure that value is being delivered with every iteration.

6

Continued Support & Reporting

Where required, maintenance and support can be provided throughout the duration of the project, with different levels of support available depending on the use cases.

Support can be provided on a 24x365 "follow-the-sun" basis, or within office hours depending on the requirements. Formalised SLA agreements will be confirmed throughout the implementation phase of the project, if necessary.

For those organisations with their own development resources, support and maintenance can be handled in-house where appropriate.

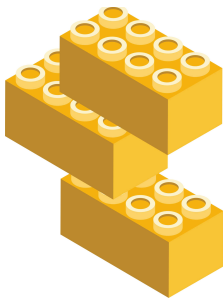
Managed Service Agreements are subject to frequent account reviews to monitor performance of the implementation against objectives, and outline upcoming implementation requirements based on current market conditions.

Discover - Build - Deploy - Support Methodology



Discover

All engagements, no matter how big or small, start with a discovery phase. Our team work with you to understand your situation and your own unique challenges. This involves a review of your process, system architecture and communications platform. This is a highly collaborative exercise, where you have full visibility of the project and the tools we use to track our findings. That way, when we have unearthed your own thorny issue, we can devise a detail implementation plan to tackle it using Twilio Flex.



Build

This is the core task we're here to do: build your Twilio Flex solution.

Our agile approach focuses on delivering customer value as quickly as possible. Rapid iteration and review combined with your own dedicated development resource ensure we keep on track and resolve issues quickly as they arise.

As a Twilio consulting partner our developers have a detailed understand of Flex and we are able to integrate neatly with your existing systems.



Deploy

The last mile is often the hardest: testing, rollout and adoption.

We are big believers in the value of codifying the process and full documentation, as it ensures a smooth deployment with full accountability.

We are here to support you the whole way through the deployment, whether that's helping source third-party hardware through to ensuring your own in-house development or IT team are up to speed.



Support

Our support model is flexible enough to fit with your business' needs. We can design a service that's right for you – from PAYG or on-demand support, through to 24x365 cover.

We offer a self-service login to our support desk, where you can log an enquiry, get a rapid response and have a full audit trail. That way, you have the assurance that you are able to keep everything working as things change around your business.

Let's start a conversation...

We're here to help you unlock the power of Twilio and make your contact centre a point of differentiation. That starts with a conversation about your needs, so get it touch to talk more.



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zing.dev/contact-us



Transform Experience

We are on a mission to put contact centres at the heart of customer engagement; to deliver on the promise that technology can enable an extraordinary customer experience.

Our team offers consultancy and managed services for Twilio, a market leading cloud communications platform. Twilio enables you to bring all your conversations into one place, optimise workflows and give your agents the tools they need to provide amazing service.

But you need a partner who can understand the software and your challenges, whether that's to solve a specific problem or work on a digital transformation project.

This is what we're here to do. We'll work with you to help your agents become more productive, your customers happier and your comms infrastructure more efficient by moving to the cloud.

For more information, check out [Zing.dev](https://zing.dev)

